



SPOTTED... MARCH 25

A sneak peek into consumer demands, flavours, and future trends, spotted in March 2025.

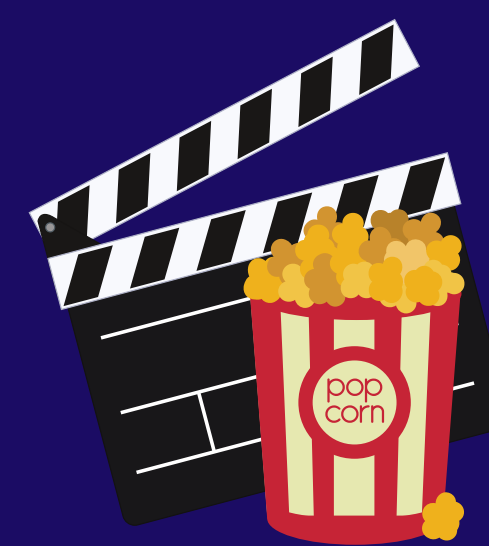
Movie Inspired. 1st Place Korean . Pizza .

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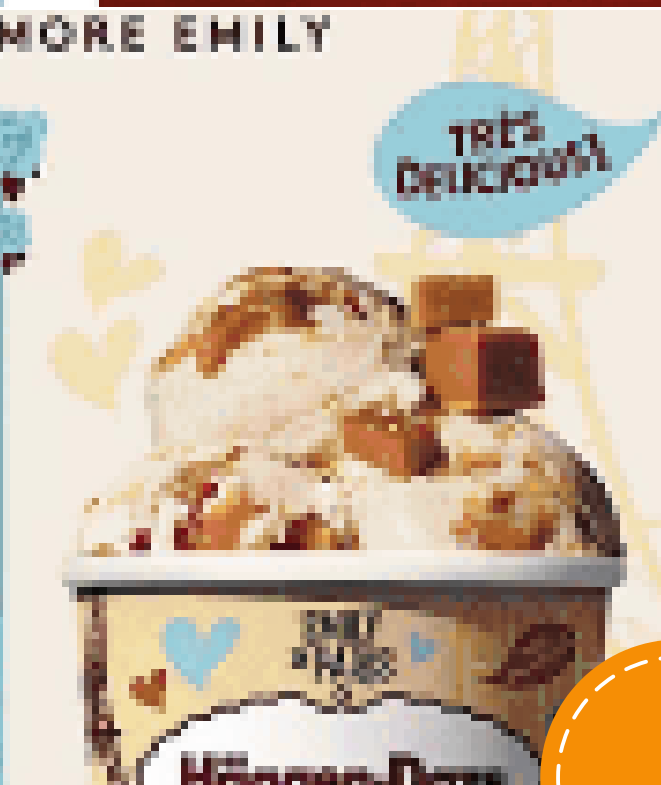
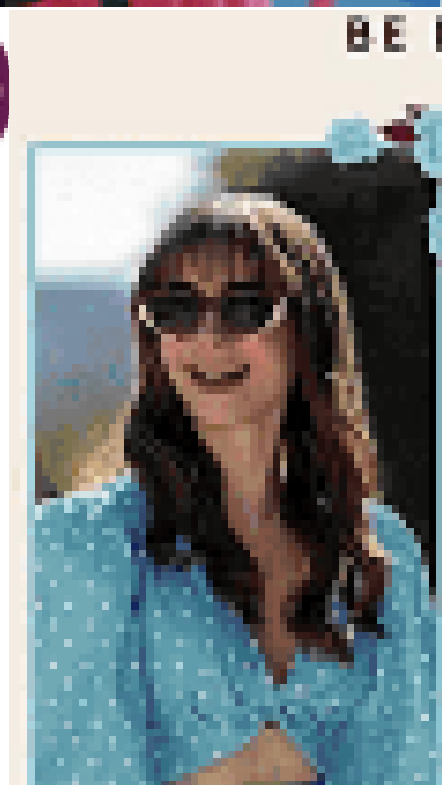


LIGHTS, CAMERA, ACTION.....



TV series and movies are having a major influence on food and drink product launches. These collaborations are seen on supermarket shelves and across QSR's more and more. Providing experiential products and packaging is a great way to connect with consumers!

MAKE IT OFFICIAL. Where there isn't a direct tie with flavour or culture, think Paddington and marmalade or Squid Games with Korean flavours - packaging and branding is key.



EAT-ALONG ERA. Eat-along experiences are on the rise, blending immersive dining with entertainment. These events take film inspiration one step further by offering diners the chance to eat dishes shown in the film in real time.

THE WICKED WAY. In addition to limited-edition flavours to channel the witches, colour-revealed angles make for a more engaging twist to captivate fans.



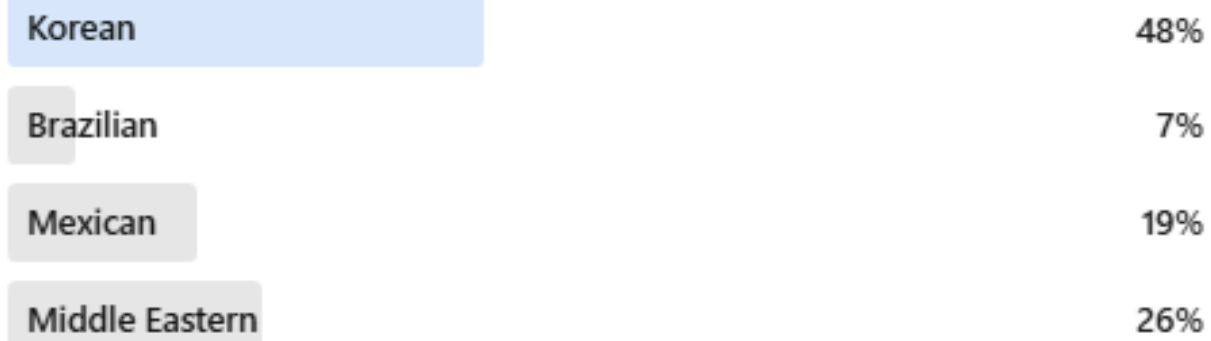
We think cowboy themed will be the next big thing!!!



WE ASKED....

Which world flavours do you think will continue to grow in popularity?

You can see how people vote. [Learn more](#)



We took to LinkedIn polls to ask our followers - **Which world flavours do you think will rise in popularity in 2025 and beyond?**

Korean

48%

Brazilian

7%

Mexican

19%

Middle East

26%

With Korean clearly winning the race, how will you adapt to this growing trend?



Fried Gochujang Chicken



Bibimbap



Tteokbokki



Kimchi fried rice



PIZZA EVOLUTION



Pizza will always be a firm favourite with consumers, and this year pizzas are becoming world flavour inspired, experimenting with base ingredients and using premium ingredients to give that artisan look and feel.



A NEW LOOK

New York, Detroit and Chicago influences.



PREMIUM

Local ingredients, hot honey and seafood.



FUSION

Asian, Indian and Greek options.



THE BASE

Naan, pitta and even Sushi Rice bases.